

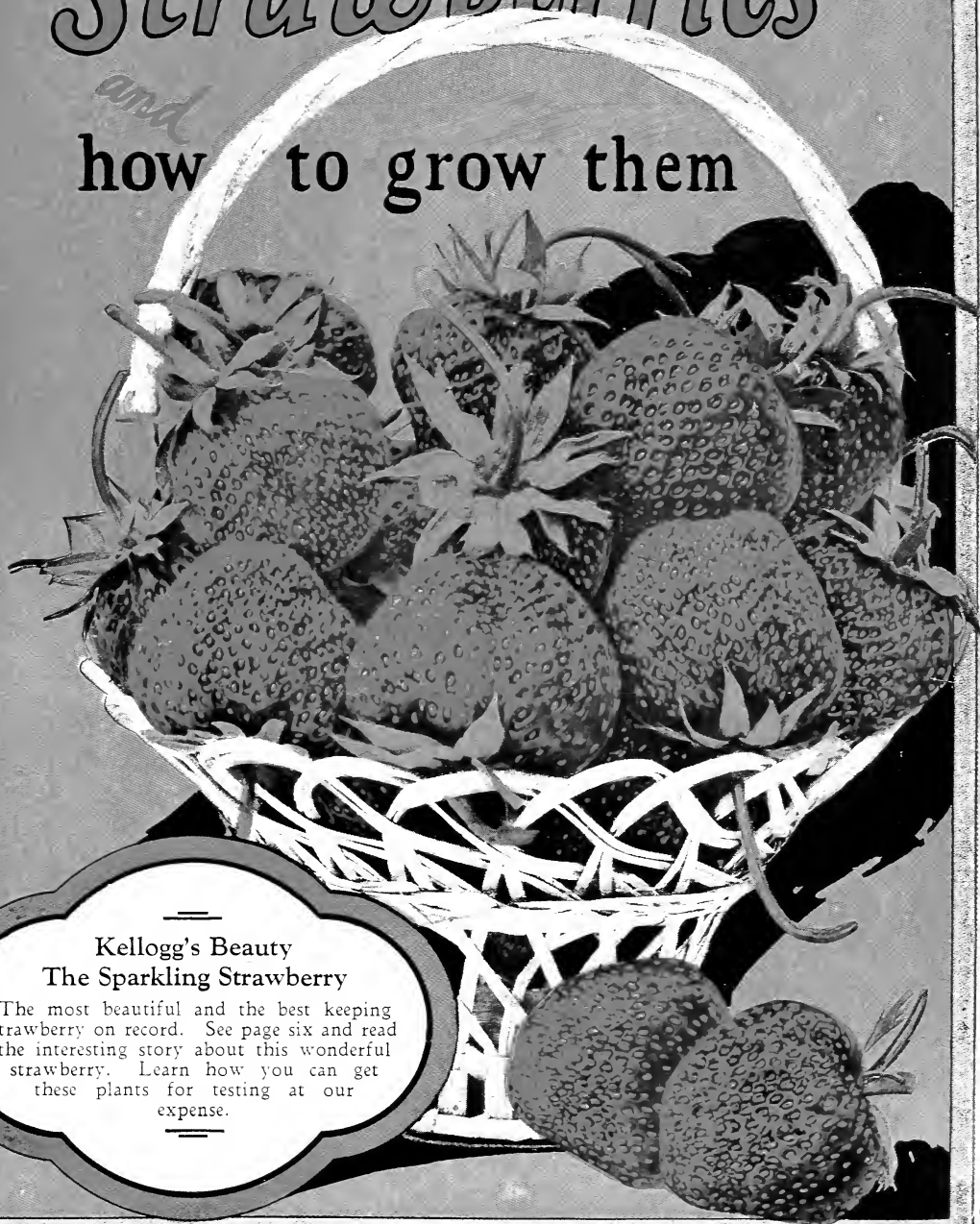
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KELLOGG'S

Strawberries

and
how to grow them



Kellogg's Beauty The Sparkling Strawberry

The most beautiful and the best keeping strawberry on record. See page six and read the interesting story about this wonderful strawberry. Learn how you can get these plants for testing at our expense.

Dr. Burrill



DR. BURRILL

The Million Dollar Strawberry

(MID-SEASON, BI-SEXUAL)

FEW varieties rival Dr. Burrill as a mid-season favorite, as shown by the fact that we sell from a million to two million of the plants every year, and often do not have enough plants to supply the demand. It is preferred by housewives and commercial growers alike because it is an excellent table berry, an excellent shipping variety, an ideal canner—red clear thru—and an unusually heavy fruiter.

Plants are strong, vigorous and healthy. Does well by any system and does not require mating. Order Dr. Burrill and be sure of success. For prices see column 2, page 26.

The Million Dollar Strawberry



"From Me to You Please Answer"

From F. E. Beatty,
Three Rivers, Michigan
To You.

Three Rivers, Michigan, 1927

With pen in hand I seat myself to write you a few lines to let you know that I am well and hope you are the same.

I am writing you this letter because I would like to do a little business with you and when you read this book, maybe you will want to do a little business with me. Anyway, you are welcome to the book. Read it and then use your own judgment.

Everything is going just fine here. Lots of orders, plenty of help to take care of the orders, and plenty of plants for all, and I hope "Uncle Sam" will take this berry book to you quickly and that he will hurry back with your order.

Whether we do any business or not, we can be friendly. I like friends, the more the merrier. I would rather have a lot of friends and a little money than to have a lot of money and only a few friends, so come right along whenever you want information and come as often as you like. You are just as welcome to my time and experience as you are to my mush and milk.

Come and see us sometime and let me show you the beautiful Kellogg Gardens of 400 acres. You'll enjoy a visit here. We can take a dip in one of our many rivers or lakes, or a shower bath under our overhead irrigation. No trouble to "go clean" in Three Rivers.

You had better bring along an old easy pair of shoes to tramp around in. When you follow me from the trunk to the other end of this "Kellogg Elephant" and back again, you will think it is a real "Jumbo".

Don't forget to write, and if you have any money you want to trade for berry plants, trees, or shrubbery, just send it along and I'll give you the best end of the trade or we'll trade back.

Now, I am going to wash the supper dishes while Mrs. Beatty writes you a letter which will adorn one of the pages of this book. I'll write more tomorrow, so good-night till the morning.

Sincerely yours,

F. E. Beatty



Just Think!

What \$500 to \$1200

Extra Money

Would Mean to You ~



\$500 to \$1200 per Acre the "Kellogg Way"

Well, here I am at it again, bright and early before breakfast and I am going to get right down to business. You want to know how to make \$500 to \$1200 per acre the "Kellogg Way", and I am going to tell you in plain English and without stuttering.

In the first place, there is no secret or mystery about the "Kellogg Way." It is nature's way. Just plain common sense.

The "Kellogg Way" is the short and sure way to big crops and big profits. Here's all there is to it. Heavy fruiting plants, good average soil well prepared, clean cultivation, careful picking and packing, and confidence in your own ability.

Heavy fruiting plants come first because it's the plants that produce the berries. A plant that will produce a quart or more berries each year is worth twice as much as a plant that will produce only a pint of berries per year. When other conditions are favorable Kellogg Thorobreds seldom produce less than one quart per plant. They often produce as much as two quarts, and some reports show three quarts.

When you see the Kellogg Thorobreds they will look very much like any other berry plants. You cannot see the fruitfulness which is bred into berry plants any more than you can see the speed which is bred into a race horse. The principal difference between Kellogg Thorobreds and other plants is in the quantity and quality of the berries they produce, and it is this quantity and quality that you are interested in.

Good average soil, well prepared, means any soil that will produce vegetables or common farm crops. Berry plants can-

not do their best in cloddy, poorly prepared soil any more than a race horse can do its best on a rough uneven track. Medium rich soil, well prepared, is far better than extra rich soil poorly prepared.

Clean Cultivation makes conditions favorable for soil bacteria, maintains a dust mulch which retains moisture, and moisture dissolves plant food, and plant food feeds the plants, all of which make it possible for the plants to fruit to their fullest capacity.

Careful picking and packing are important. Berries picked when fully ripened are far superior to berries only partially ripe. The last twenty-four hours of ripening is what adds to the size, flavor, sweetness and beauty, and it is these qualities that bring folks back for other helpings. In packing berries the top layer of each box should be arranged nicely so that they will attract attention, but don't have the berries on top any nicer than they are in the bottom. Fancy berries, honestly packed, is your advertisement and expresses your desire to please.

Confidence in your own ability will get you to where you're going long before the doubting fellow gets started. The line which marks the difference between the successful and unsuccessful man is definite and easily understood. One believes he can do something and goes ahead and does it; the other believes he cannot accomplish anything so he never begins. You cannot get anywhere until you start.

Growers who are making \$500 to \$1200 and more per acre are growers who follow these simple rules, and if you will place your fullest confidence in my sincerity and ability I will do my best to *help* you make these big profits. You are welcome to my experience.

"Everybody's Doing It"

(Why Don't You Go Into the Berry Business and Make Money)

ONE HUNDRED AND SIXTY square rods make a Kellogg Acre and a Kellogg Acre will make you \$500 to \$1200 profit and more. An acre is an acre the world over. You can't increase the size of an acre, but you can increase the earning power of an acre. It's what you grow and how you grow it that determines your profits.

When you increase the earning capacity of your acre, you also increase the selling value of that acre because the value of land is based upon its earning power.

Grow Kellogg Berries the Kellogg Way, make \$500 to \$1200 per acre and increase the value of your land while you are making these big profits.

These letters will convince you that there is big money in the berry business.

\$1331.20 PER ACRE

Rayland, Ohio, July 12, 1926.

I am certainly well pleased with my 4000 Kellogg plants. I put up a couple of notices: "Berries at 15c per quart at the patch" and you would have thought there was a circus on my place from the string of people and machines that kept coming. I could easily have had 20c instead of 15c had I known so many people wanted berries.

My largest picking was 15 bushels in one day, but could have picked 20 bushels had we got them all picked. My half acre produced 4400 quarts, sales \$665.60.

Yours very truly, Fred W. Livingston.

\$1160 PER ACRE

Springfield, Ill., July 7, 1926.

In regard to the success of my strawberry bed, I bought 2000 plants and left it to you as to the kind to send me. We were very much pleased with them, picking 2736 quarts. We sold them all at the place clearing \$290 from $\frac{3}{4}$ acre.

Yours truly, Geo. R. Power.

\$891.48 PER ACRE

Mt. Blanchard, Ohio, July 26, 1926.

I got 1311 quarts from the plants I got of you, and the neighbors said I had two or three hundred quarts dried up on the bushes. They all said I had a beautiful strawberry patch, not a weed in it, and nice large tops on the plants.

The people came as far as eight miles to get our berries after they saw what they were.

They averaged 17 cents per quart. Whole amount of patch \$222.87, piece of ground measures 50 x 215 feet.

Yours truly, Marion Beck.

\$800 PER ACRE

Waverly, Ohio, June 29, 1926.

I sure am well pleased with my Kellogg berries and so were the people. No trouble to sell them. Everybody wants to know where I got my plants. I had berries as large as a hen's egg and when you have berries like those you do not have to be ashamed to market them.

Am well pleased with my berries. They averaged 20c per quart—\$200 from the $\frac{3}{4}$ acre.

Yours very truly, August Schwartz.

\$793.80 PER ACRE

R. D. 37, Clinton, Ohio, 8/23/26.

We sold 1594 quarts that netted us \$198.45 besides having all we wanted to eat and can from our Kellogg plants.

Kellogg berries are the finest I ever saw and I only wish I had 5 acres instead of $\frac{3}{4}$ acre for there is nothing so profitable with as little care as Kellogg strawberries. I can and will recommend them to any one who wants to grow a crop for profit.

Yours very truly, M. J. McVicker.

\$866.40 PER ACRE

Galesburg, Ill., July 8, 1926.

This letter is for the purpose of reporting to you the results of the strawberry crop grown from the 2000 plants which I bought from you last spring, a year ago.

Our greatest task was keeping our berries picked. We had to keep constantly at it. Our enthusiasm was kept up by the quality of the berries which we were getting and the fact that people were anxious to buy them—all we could spare at 20c a quart. My one-fourth acre yielded 1083 quarts of berries.

Yours truly, John R. Bursk.

12556 QUARTS PER ACRE

Rehrersburg, Pa., July 15, 1926.

We have received three thousand one hundred thirty-nine quarts (3139) from the 2000 Kellogg plants we got of you last year.

Everyone was surprised, both at the fine quality of strawberries, the size and taste as well as the number of strawberries we got.

Respectfully yours, Wm. E. Ziegler.

\$932.48 PER ACRE

Millersville, Pa., July 12, 1926.

I started to pick from my one-fourth acre of Kellogg plants on May 31st, stopped July 3rd.

Total amount of quarts, 1394; total amount of money received, \$233.12.

Yours truly, Enos H. Eshback.

\$914.72 PER ACRE

Victor, N. Y., July 31, 1926.

I picked from my 2000 Kellogg plants 1076 quarts—\$228.68.

Very truly yours, F. A. Hopkins.

\$987 PER ACRE

Bradford, Vt., August 26, 1926.

We picked 987 quarts from 2000 Kellogg Thorohred Plants which averaged 25c per quart. First went at 30c; some at 25c, and others at 20c. Our Marvels in hill system were a big yield.

Respectfully, Lynne E. Williams.

Box 204, Hamilton, Ohio, August 23, 1926.

We had 1833 quarts of strawberries from the 2000 Kellogg plants purchased of you last year.

Yours truly, Wm. Weber.

Lake George, N. Y., Aug. 26, 1926.

We picked one thousand and seventy-six quarts of berries from 2000 plants we got of you last year.

Yours truly, Mrs. H. W. Schriber.

534 Alder St., Olean, N. Y., July 26, 1926.

In the spring of 1925 I purchased 2000 strawberry plants of your selection. To date they have produced 1303 quarts.

Yours truly, Mrs. M. J. Archibald.

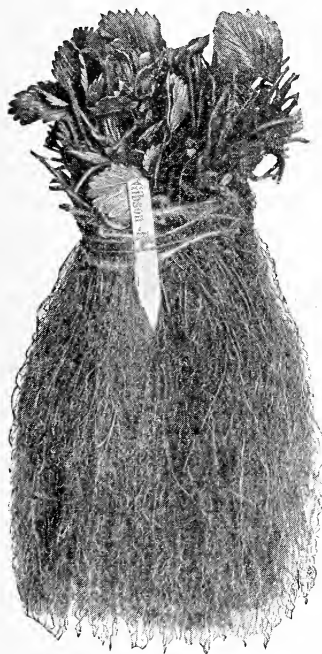
"The Best"

You Cannot Pay Less and Get The Best



FOR OVER 40 YEARS THIS TRADEMARK
HAS BEEN THE SYMBOL OF

100% PURITY, 100% HEALTH, and 100%
PRODUCTIVE BERRY PLANTS



No matter what you are buying you want the best because you know the best always is the cheapest. You are willing to pay a price that will insure you the best BUT how are you going to tell which is the best when everybody claims to have the best? Hard proposition, isn't it?

One thing sure, you cannot get the best for less than the best is worth. Some firms advertise high quality at a low price BUT you can't get high quality at a low price. Quality and price go up and down together just the same as the sun and heat go up and down together. Isn't that the truth?

You know without me telling you that there can be but one best in each commodity. If you have the best laying hen in America no other hen can possibly be as good, or better than yours because your hen has already proved to be the best and that settles that, doesn't it?

I am not going to say that Kellogg Thorobred plants are the best BUT Kellogg customers have found these plants to be the best for them, and if Kellogg plants have proved to be the best for these hundred thousand or more growers, isn't it reasonable to assume that they will prove the best for you.

Yes, I'll admit that you can buy trees, plants, and shrubbery for less than you

will pay for Kellogg Thorobreds. You can pay less and be disappointed, or you can pay a trifle more and be perfectly satisfied.

Have you not at some time bought something thinking it was cheap and later learned that it was not what you wanted? That's a disappointment, isn't it? When you pay what the best is worth you generally get what you pay for, and when you get what you pay for you are satisfied. There's a lot of difference between disappointment and satisfaction.

I believe so thoroughly in the best that if it were possible to grow better plants, trees, and shrubbery than we are now growing, I would grow the better kind even though it was necessary to double the price. A customer will remember a big crop of fruit long after the price of the plants and trees is forgotten.



Every KELLOGG Customer A SATISFIED Customer

Kansas City, Mo.

I have been a customer of yours for twenty-two years, and in the immortal words of Dickens "there never was" such berries as we grew from your perfect plants—I am only an old woman, but my berries are sure beauties.

Sincerely yours, Miss Carrie E. Philips.

Vivian, La., May 21, 1926.

I have been wanting to write you for several years just to let you know what results I got from the 500 plants I purchased from you in 1915. You told me that I should get 500 quarts off the plants. Caring for them as per your instructions, my reward was 800 quarts at 14½ cents per quart, which was at the rate of \$1624 per acre. Some of the berries were 7½ inches around.

Success to you and yours, C. H. Lee.

Crittenden, Ky., Jan. 11, 1926.

The Superb strawberry plants that you sent me in the spring of 1924 are just as you recommended them.

This past year I have had strawberries, you might say, every day since the 8th day of May till the 15th of November, and—what do you think—I picked a ripe berry on Christmas day, 1925.

When I sent you my check for those plants it was one of the best investments I have ever made.

Yours respectfully, B. D. Adams.

Longton, Kan., Jan. 10, 1926.

Your booklet received yesterday and is like a letter from an old friend; in fact, you are a friend, an unseen friend. I have been growing Kellogg's berries for about fifteen years or more and I always find them O. K.

Yours truly, Alvin Porter.

Dubuque, Iowa, Feb. 23, 1926.

As it is time to order berries again, I will give you another order. I have had plants shipped for years, but never like yours; they are just like the picture.

Yours truly, Joseph E. Roseliep.

Elmira, N. Y., June 14, 1926.

I certainly can recommend your Company as the squarest company I ever dealt with when I was in business. What you advertise can be depended upon; you make things right even when there is no fault of yours.

Very truly yours, Charles Bauman, Sr.

Sikeston, Mo., April 2, 1926.

About three years ago I ordered a few hundred strawberry plants from you. I never saw such a crop of berries; it was marvelous. I recommended your plants to some neighbors and they have ordered from you. Yours truly, Mrs. Anna Ancell.

Vermilion, S. Dak., Feb. 1, 1926.

I grow a small patch of strawberries every season and I have been trying several different nurserymen. Most of these plants grow all right, but my what a difference there is at fruiting time. Kellogg Thoroughbreds for me every time.

If a fellow just wants to grow plants, why just plant any kind, but if you want berries, plant the Kellogg Strain. That has been my experience.

Yours very truly, Wm. D. Burr.

Lansing, Mich., Feb. 7, 1926.

We have set your stock for the last 20 years and have always been more than satisfied.

Yours truly, D. R. Bassett.

New City, N. Y., April 11, 1925.

The plants arrived in good condition and are the usual good quality you have supplied in previous years.

Yours truly, Wm. Christie.

Glasgow, Ky., May 11, 1926.

The strawberry plants arrived Saturday morning and they sure came well packed. They were the finest I ever saw. We think you certainly are a good Methodist for you give a good Methodist Measure. You sent 25 more plants than I paid for. The Dibble is sure the finest thing to set strawberries or sweet potato slips I ever used.

Very truly yours, Robert D. Beck.

Hillsboro, W. Va., Feb. 4, 1926.

Three years ago I bought of you enough plants to set one-eighth of an acre. The first year's crop I gathered 255 gallons of the finest berries I ever saw, sold \$125 worth, and had all we wanted for home use; turned down orders for at least 600 gallons or more. It pays to buy Kellogg's Pedigreed Plants.

Yours very truly, Geo. L. Clark.

Mahwah, N. J., June 23, 1926.

I have certainly had wonderful results from your plants this season, particularly the Magic Gems. Such berries I have never raised before. At least 90% of them are "fancy", too. Great big luscious berries and solid all the way through.

Yours very truly, H. U. Boardman.

Box 139, Robbinsdale, Minn., Feb. 9, 1926.

We have used lots of your plants; nearly thirty years since the first ones.

J. L. Gerry.

Laurel, Ind., May 24, 1926.

My Kellogg strawberry patches are so fine that a dealer came this A. M. and spoke for the entire yield.

W. C. Burton.

R. 1, Trevilians, W. Va., Feb. 13, 1926.

I wish to state that I raised as fine strawberries from my 1500 plants bought of you as any in Virginia. Respectfully yours, Walter S. Buchanan.

Send us your order and you, too, will be a satisfied Kellogg Customer.

Look "Beauty"

Kellogg's New "BEAUTY"

THE SPARKLING STRAWBERRY

Kellogg's Beauty is new to you, but it isn't new here. The originator, Mr. Dan Sidler of Parkville, Michigan, has been growing and marketing this berry for six or seven years; he never has failed to get a big crop of high priced berries.

Merchants here who have sold these berries say that it is the best keeping and best selling berry they ever have handled and urged me to buy it. Sidler said it was too good to sell, while we argued that it was too good for one man to keep.

Mr. Sidler finally made us a proposition and we paid him his price. Now we are prepared to furnish you plants of this most splendid late bi-sexual strawberry.

Kellogg's Beauty is absolutely the most beautiful and best keeping strawberry on record. The berries are so beautiful they fairly sparkle; one of the tallest growing plants we ever have grown and very productive. The berries are large enough to please the most exacting buyer.

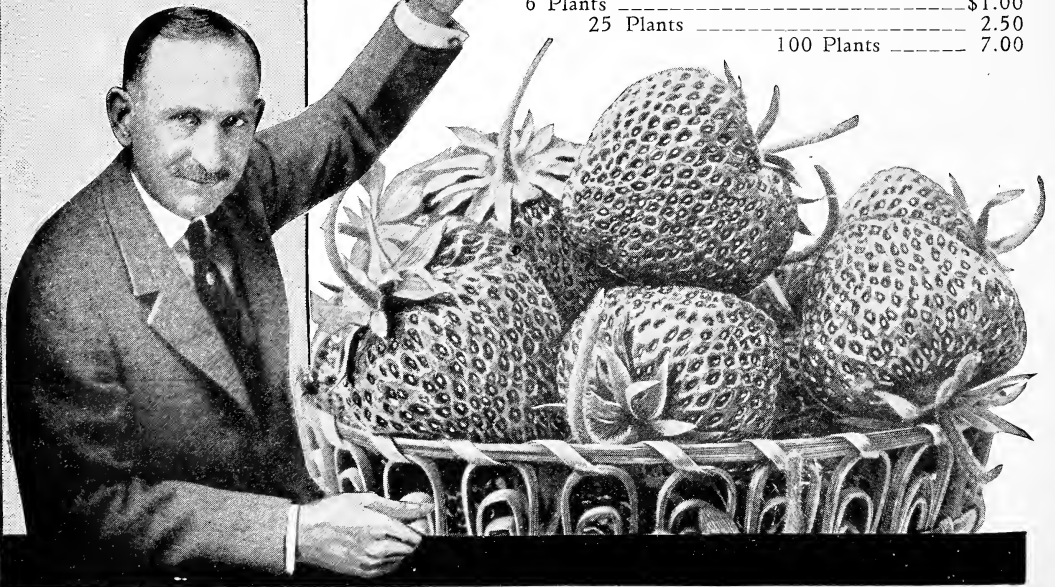
Try This Brand New Berry at our Expense

We want Kellogg's Beauty thoroughly tested everywhere, but, of course, we cannot afford to give these plants to anybody and everybody without some restrictions. We want to know that these plants will be well cared for. We want to ship them with other plants, and so if your order for strawberry plants amounts to \$5.00 or more, we will send you six of these Beauty Plants free for testing.

Kellogg's Beauty plants are worth real money, more than we are asking. Those who wish to buy these plants may have them at the following prices:

6 Plants	-----	\$1.00
25 Plants	-----	2.50
100 Plants	-----	7.00

"Beauty"



KELLOGG'S BIG FOUR

KELLOGG'S PREMIER

EXTRA-EARLY, BI-SEXUAL

Kellogg's Premier is the prize winning, money making, frost proof strawberry; hardy, productive, and beautiful. Succeeds everywhere, never fails to give a big crop of big, choice berries. Satisfies and delights everyone who sees it in fruit. The most popular extra-early variety on record. The name "Kellogg" insures you Premier plants that will grow and fruit according to this description. For prices see column 3, page 26.

KELLOGG'S DR. BURRILL

MID-SEASON, BI-SEXUAL

Kellogg's Dr. Burrill is now known wherever strawberries are grown. No variety ever produced a more beautiful berry than Dr. Burrill. Nature and human efforts have never yet produced a mid-season variety that will surpass Dr. Burrill in productiveness and quality. Hardy and dependable in all soils and climates. A wonderful canning variety; resembles Senator Dunlap. Order Kellogg's Dr. Burrill and be sure that you get the genuine Dr. Burrill. For prices see column 2, page 26.

KELLOGG'S MAGIC GEM

MEDIUM-LATE, BI-SEXUAL

Kellogg's Magic Gem is the medium-late variety that produces big, sparkling, fancy berries; vigorous grower, beautiful foliage, big handsome berries and lots of them. Originated in the West where it is known best, and is now becoming popular in the South and East. A wonderful variety for home use and nearby market; demands the highest prices. Don't be influenced by cheap plants. Pay the price and get the genuine strain. Remember, the name "Kellogg" insures the purest, healthiest, and best that grows. For prices see column 3, page 26.

KELLOGG'S BIG LATE

EXTRA-LATE, PISTILLATE

Kellogg's Big Late has received more compliments and praise than any other extra-late variety on record. Absolutely dependable, big grower, big producer, and big berries. No variety, either early or late, will produce more berries or better berries than Big Late; as firm as any berries that ever grew. A splendid shipper and a wonderful keeper. All four of these varieties were named and introduced by our company; they cover the entire fruiting season from extra early to extra late. The pure Kellogg strain, all Thorobreds. For prices see column 3, page 26.



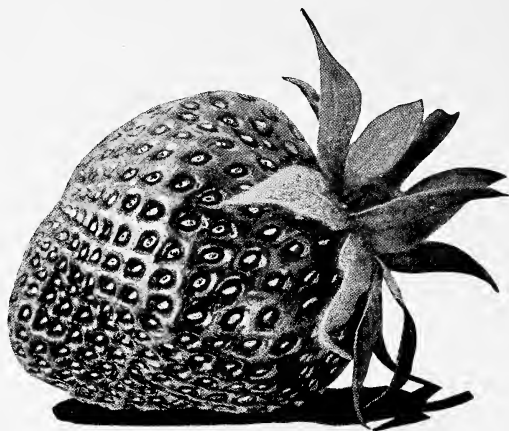
Standard or June-Bearing Varieties

SENATOR DUNLAP

MID-SEASON, JUNE-BEARING; BI-SEXUAL

THE name, "Senator Dunlap," alone is nearly enough to describe this variety, it's so well known. A great favorite with those who simply set their plants and then let them take care of themselves; Dunlap is a weed-choker and at the same time a very heavy fruiter. Berries are large, well-shaped, and beautiful—they sometimes have a glossy neck—and they are solid enough to stand shipping. It's the favorite canning variety among housewives and canning factories alike. Grow it in narrow rows for best results and don't worry about mating. It will produce miles from any other variety.

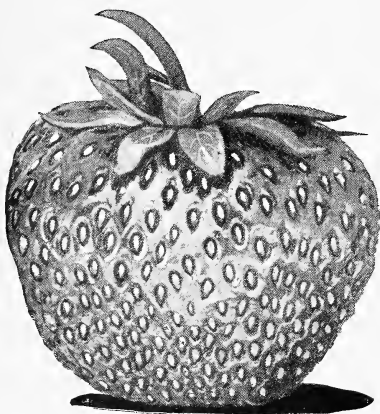
We sold nearly three million of these plants last season, and haven't as many this season as we had last year. Better make out your order tonight. For prices see column 1, page 26.



WARFIELD

MID-SEASON, JUNE-BEARING; PISTILLATE

THIS variety was a favorite twenty years ago, and it's a favorite today. It's greatly similar to Dunlap, excepting that it is more acid, and is used for the same purposes, but it is pistillate instead of bi-sexual. Grow it in narrow rows, and use Dunlap, Dr. Burrill or any other strong mid-season bi-sexual for mating. For prices see column 1, page 26.



HAVERLAND

MEDIUM-EARLY, JUNE-BEARING; PISTILLATE

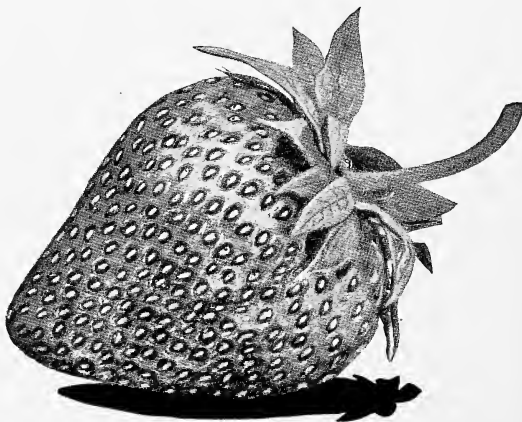
ANOTHER mighty good strawberry variety. Berries are rather long and light colored, and are produced in great quantities. It's a pistillate, and all pistillates are heavy fruiterers when properly mated. Use Senator Dunlap, Dr. Burrill or any other medium-early or early bi-sexual for mating, and grow it in narrow rows. An excellent shipper and an all-round market variety. For prices see column 2, page 26.

AROMA

LATE, JUNE-BEARING; BI-SEXUAL

THERE'S something piquant about the flavor of Aroma. It's rich, spicy, and pleasant, with still some indescribable quality separate and distinct from the flavor of any other sort; and in that indescribable quality lies the chief charm of this variety.

It is a favorite in Missouri, Arkansas, and Tennessee, but also does well everywhere else. Berries are large, beautiful, and solid; somewhat round in shape. It's one of the best market varieties. Does not require mating. Produces its largest berries and more of them in narrow rows. For prices see column 2, page 26.



COOPER

MEDIUM-EARLY, JUNE-BEARING; BI-SEXUAL

THIS is our third year to offer you plants of the Cooper variety. It is a very strong grower; makes enough runner plants to fill in a good fruiting row and is said to be a heavy producer of extra large berries. The fruit is of good quality, as far as flavor is concerned, but not firm enough for distant shipments. Will produce loads of fancy berries when grown in narrow rows. Does not require mating. For prices see column 4, page 26.

Standard or June-Bearing Varieties

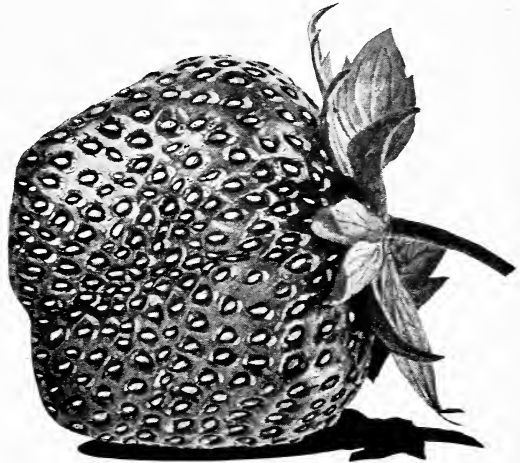
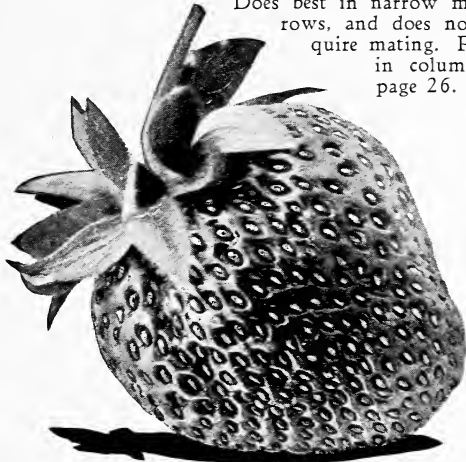
GIBSON

MEDIUM-LATE, JUNE-BEARING; BI-SEXUAL

COMMERCIAL Growers, read this! Gibson is a variety that will make you money. We believe it to be one of the most productive varieties grown. The fruit of Gibson is shaped something like a quince—conical, but flattened on the end, and slightly corrugated from calyx to tip. It's a deep red clear thru, with prominent seeds and firm texture so that it carries well to market.

The foliage is strong, upright, leathery, and healthy.

Does best in narrow matted rows, and does not require mating. Priced in column 2, page 26.



SIONILLI

LATE, BI-SEXUAL

SIONILLI is a strong, stalky-growing bi-sexual which produces big red berries in great quantities. Originated in Illinois. Spell Illinois backward and you have "Sionilli." Makes just enough runners to fill in a good fruiting row. Very easily grown on this account. Is also a great success when grown in hills. Requires no mating; can be grown alone or with other varieties. Priced in column 4, page 26.

WILLIAM BELT

MEDIUM-EARLY, BI-SEXUAL

THIS is a vigorous-growing and heavy-producing bi-sexual. Berries are very large and of splendid quality and the variety is a great favorite among the growers of the intermountain states. Fruits heavily in hills or rows. Requires no mating. Priced in column 2, page 26.

MARVEL

LATE, BI-SEXUAL

TALL grower and heavy producer of big, dark red berries. A sure winner. Grow it in single hills or narrow rows and you will get a big crop of high-priced berries. Priced in column 3, page 26.

GLEN MARY

MEDIUM-EARLY, BI-SEXUAL

HERE is a very popular, as well as a very profitable, medium-early, bi-sexual. The plants grow large and make just enough runners to fill in a good fruiting row. A very heavy producer of large and firm berries. Glen Mary may be grown alone or with other varieties. Fruits heavily either in hills or rows. Priced in column 2, page 26.

DELICIOUS

LATE, BI-SEXUAL

SPLENDID grower, heavy fruiter of extra large, sweet, bright red berries. A strictly high class berry. Grow it in narrow or wide rows. Priced in column 3, page 26.

EVERBEARING VARIETIES

PROGRESSIVE

BI-SEXUAL

ASURE fall fruiter of medium-sized, bright red berries; very delicious. Plants grow tall; fruits best in single hills or narrow rows. Entirely dependable. This same description will serve for Champion as these two varieties are practically the same. Priced in column 5, page 26.

SUPERB

BI-SEXUAL

GROWS tall, fruits heavily both summer and fall; berries are large, round and firm; color, bright red with bright yellow seeds. A sandy soil favorite, and a big winner in all western states regardless of type of soil. For prices see column 5, page 26.

Rockhill, Jewel and Perfection produced no plants last season. We cannot furnish plants of these everbearers



\$20.00 for \$1.00 and Your Own Berries FREE

A Kellogg Strawberry Garden is a twenty for one investment with your own berries thrown in. Here's a few of the actual profits as reported by Kellogg Garden Customers:

\$80.00 besides our own berries is what Kellogg's Back Yard Garden did for us. G. R. Brickler, R. 8, Urbana, Ohio.

\$135.36 from a \$6.00 investment is the profit we made from Kellogg's Cash Prize Garden. R. C. Cook, Box 84, Leaksville, North Carolina.

\$218.10 represents the cash profit we made from Kellogg's Cash Prize Garden. Mrs. Homer D. Etherton, Leroy, Ill.

1,050 quarts is what we picked from Kellogg's Big Four Garden this season. At 20c per quart this is \$210.00 from a \$6.80 investment. H. A. Hill, Norris City, Ill.

So you see that these actual profits show more than \$20.00 for each dollar invested. How else could you invest your money to insure such big returns?

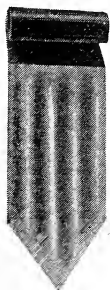
Here are the Kellogg Gardens described. Pick the one you want. *Order Now.*

KELLOGG'S GRAND PRIZE GARDEN

This garden has created a sensation because of the three big cash prizes we give for the biggest yields—first prize, \$25.00; second prize, \$15.00; third prize, \$10.00.

To join the Grand Prize Garden Contest, simply order a Grand Prize Garden, grow it by the hill system, keep count of the number of quarts you pick, and send us your report on the total number picked up to Sept. 1, 1928, and the value of the berries at market price. No letters received after Sept. 15, 1928, will be considered. Checks will be mailed to prize winners the first part of October in the same year. In case of a tie, each of the tying contestants will receive the full amount of the prize earned.

DIBBLE FREE



If your order for Strawberry Plants amounts to \$5.00 or more you may have a Kellogg Dibble free. Just say the word and a Dibble will go with your plants. One Dibble free with each garden order whether you ask for it or not.

50 Kellogg's Premier	-----	\$1.05
50 Dr. Burrill	-----	.75
50 Magic Gem	-----	1.05
50 Kellogg's Marvel	-----	1.05
50 Progressive	-----	2.10
Regular price	-----	\$6.00

Special Price, delivered, a Dibble *free* and also Mrs. Beatty's "Strawberry Dainties" **\$5.75**

KELLOGG'S EVERBEARING GARDEN

Buy Kellogg's Everbearing Garden now and begin picking big, delicious berries this coming September and continue picking until November. This garden should produce this coming fall all the berries your family can use and give you enough to sell to more than pay for the Garden.

One half of this Garden (50 plants each of these two varieties) delivered for only ----- \$5.25

100 Mastodon (The Jumbo) ----- \$5.00
100 Progressive ----- 3.40
Regular price ----- \$8.40

Special "Delivered" Price **\$7.85**
ONLY -----

Kellogg's Back Yard Garden

A wonderful garden. Requires only a small space, and with proper care will produce a big crop of choice berries in shaded back yards—even as much as 200 quarts or 300 quarts per season.

50 Dr. Burrill ----- \$0.75
50 Gibson ----- .75
50 Kellogg's Marvel ----- 1.05
50 Kellogg's Prize (or Big Late) ----- 1.05

Regular price ----- \$3.60

Special "Delivered" Price **\$3.25**
ONLY -----

Glad Garden

Here is Mrs. Beatty's favorite garden with which you will receive FREE, four first grade Gladiola Bulbs selected by Mrs. Beatty from four of her choice varieties.

50 Kellogg's Premier ----- \$1.05
50 Kellogg's Marvel ----- 1.05
50 Kellogg's Big Late (or Prize) ----- 1.05
50 Senator Dunlap ----- .65
50 Progressive Everbearing ----- 2.10

Regular price ----- \$5.90

Special "Delivered" Price **\$5.45**
ONLY -----

Big Four Garden

A most popular and profitable garden, having a record of 1,050 quarts the first fruiting season. Large enough to supply all the berries any family can use and make a big profit besides. Varieties range from extra-early to late and are properly mated.

100 Kellogg's Premier ----- \$1.70
100 Dr. Burrill ----- 1.20
100 Magic Gem ----- 1.70
100 Kellogg's Prize (or Big Late) ----- 1.70

Regular price ----- \$6.30

Special "Delivered" Price **\$5.95**
ONLY -----

Gladiola Garden Collections

This year we will sell Gladiola Bulbs in garden collections only, 12 choice named varieties of varied colors in each collection. A collection of 12 gives you one bulb each of 12 varieties. 25 bulb collection gives two bulbs each with one extra and so on. Sold only in collections as priced.

12 Bulbs, fine varieties ----- \$1.00
25 Bulbs, fine varieties ----- 1.85
50 Bulbs, fine varieties ----- 3.50
100 Bulbs, fine varieties ----- 6.75
12 Bulbs, choice varieties ----- 1.50
25 Bulbs, choice varieties ----- 2.75
50 Bulbs, choice varieties ----- 5.25
100 Bulbs, choice varieties ----- 10.00

Bargain Collection, 12 for 50c; 100 for \$3

A Dibble and Mrs. Beatty's "Strawberry Dainties" FREE with Any of these Gardens

INSTRUCTIONS FOR ORDERING

We don't sell less than twenty-five plants of any strawberry variety except Kellogg's Beauty. We ship during March, April, and May. Will ship your plants at the proper planting time unless you instruct us otherwise.

Full remittance should accompany each order amounting to \$5.00 or less. One-third payment will reserve plants on larger orders, balance to be paid before March 15th. Full payment should accompany all orders sent after March 15th.

Please remit by postal or express money order, bank draft, or check. Not safe to send money in letter. We acknowledge all orders promptly. Please advise us if you don't receive your acknowledgement.

Please report any mistake at once and give the number of plants of each variety you received, also number of crates or bundles so we may correct the mistake, should there be any.



*Just
Friendliness
~ that's all*

from Mrs. Beatty

It's a real pleasure for me to write you folks a letter because it brings so many friendly letters in return and we love friendliness. One of the things we like about this business is the many friends it has made us in all sections of the United States and Canada.

I was very much interested in what Frank said in the first page about friends. I am glad we both value friends more than money.

There are many interesting things I could tell you about the Kellogg plants, trees, and shrubbery that might bring some extra orders, but we have higher ideals than just orders; we want orders, of course we do, but we first want your friendship. We want you to consider us as your friends and we want you as our friends. We want to believe in you and we want you to believe in us.

After we have established a true friendship, then if you feel that we will treat you as one friend should another, we will get your order without asking for it, and you will get what you have a right to expect—your money's worth or your money back.

Some folks say that business is a cold blooded proposition. That isn't true; if it were true, I would not want a business man for a husband. The reason I know that business can be successfully run on a friendly basis is because that's the way the Kellogg business is conducted, and it's the largest business of the kind in the world.

Pardon me for drifting into business, I didn't mean to, but it was only friendly business and that doesn't tire or bore anyone. Now, just a little about our family and home affairs. Our six children are all well and the four dear little "baby grands" are in perfect "tune." They are regular broadcasters, not of music, but of cookie crumbs. Another braided rag rug has been added to my collection, a lot of jelly and fruit put up for the disabled soldiers, and that crocheted bedspread has at last become a reality—it is finished. My gladiolas are simply wonderful, a perfect deluge of gorgeous blooms of rainbow colors. You will be delighted with my assorted bulb collections, I am sure.

Sometime, I hope you will find it convenient to visit us. We like to visit with folks who are interested in the things that we are interested in. I am not going to be like the lady who asked a friend to come right after dinner and stay until almost supper time. I want you to come before dinner and stay until after supper.

I rather dreaded this at first, but now I wish my page was larger or that I might have another page. What seemed to be a big task at the beginning has proved to be a little task and a big pleasure. It's all over with now, my page is written; and what does it add to this book? Just friendliness, that's all and that's enough.

Sincerely yours,

Mrs. J. E. Beatty



Kellogg's BIG LATE

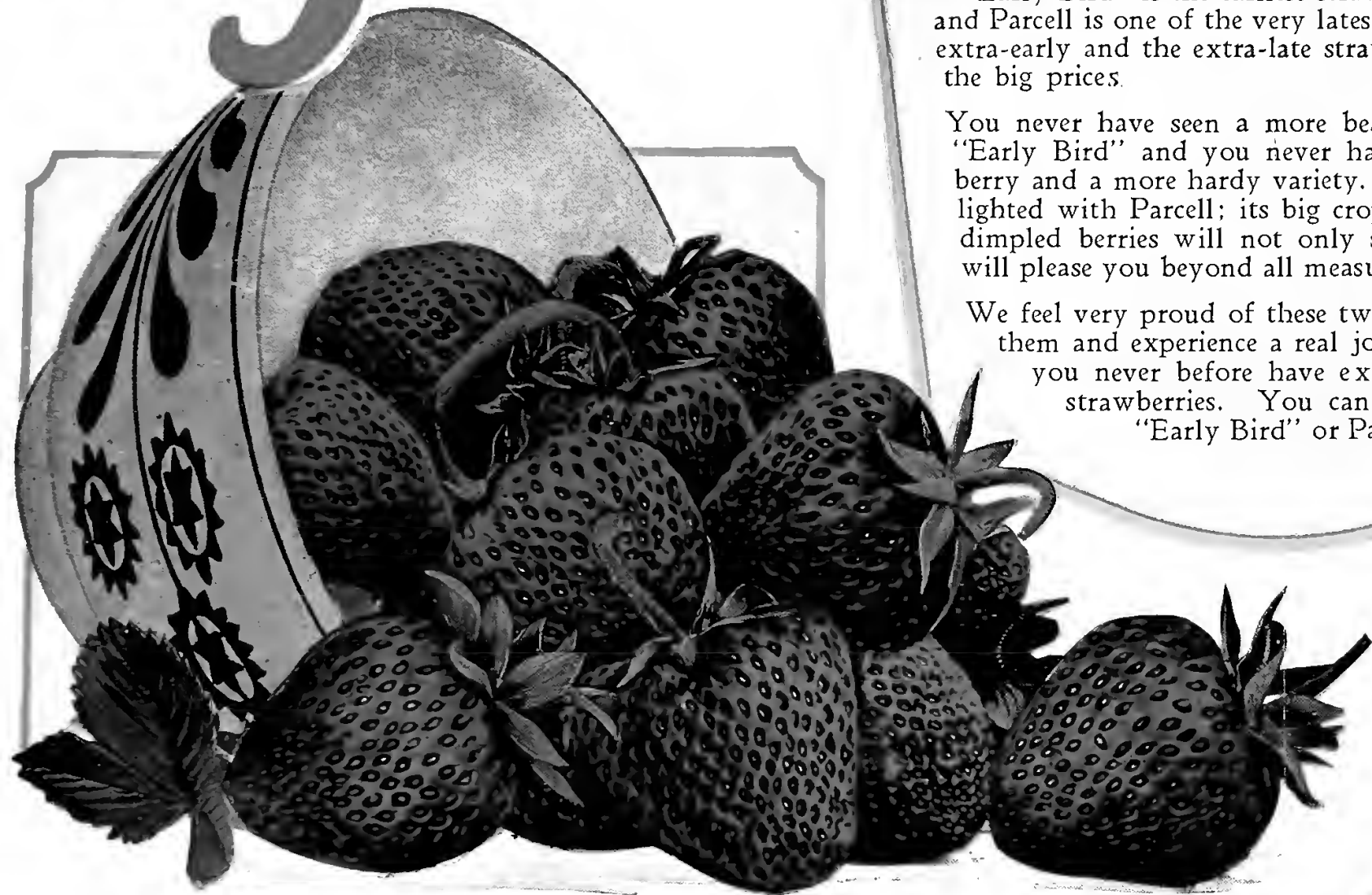


"THE QUEEN OF QUALITY AND QUANTITY"

Kellogg's Big Late is one of those rough-and-ready late pistillates having no preference as to soil or climate. A tall grower and heavy fruiter; the berries are large and glossy. They fairly sparkle, and are of the very best quality. Practically every letter we receive telling about Big Late brings good reports. H. A. Wysong of Indiana sold \$1213.95 worth of Big Late berries from only one-half acre. Fruits heavy in narrow or rather wide rows. Should be mated with Sionilli, Magic Gem, Kellogg's Marvel, Delicious, or some other late bi-sexual as Big Late is a pistillate; and it is a mighty good one, too. Grow Kellogg's Big Late and make big money.

For prices see Column 3, Page 26.

Try These! 2 Wonderful New Varieties



Kellogg's Early Bird

Earliest Strawberry on Record

EXTRA-EARLY, JUNE-BEARING; BI-SEXUAL

"Early Bird" is one of the seedlings that came to us in the Rockhill mix-up, and so we don't know its parentage. Perhaps it's like "Topsy," "Had no parents, just grew up." A strong, persistent grower with large, smooth spotless leaves. The berries are large and perfectly formed just like a top. The color is a bright snappy red; flavor, mild and delicate; a good shipper, good keeper, and most delicious for home use—just as good as good can be.

About one week earlier than Kellogg's Premier. It's the only strawberry we have ever seen that we are willing to even compare with Premier. One grower says it's better. We predict that "Early Bird" will become the leading extra-early market berry, and a favorite for home consumption.

The "early bird" gets the worm, and Kellogg's "Early Bird" Strawberries will get the dollars.

These two amazing new strawberries make a most wonderful team. "Early Bird" is the earliest strawberry on record, and Parcell is one of the very latest varieties. It's the extra-early and the extra-late strawberries that bring the big prices.

You never have seen a more beautiful berry than "Early Bird" and you never have seen an earlier berry and a more hardy variety. You will be delighted with Parcell; its big crop of big dark red dimpled berries will not only surprise you, but will please you beyond all measure.

We feel very proud of these two varieties. Try them and experience a real joy and pride that you never before have experienced with strawberries. You can't go wrong on "Early Bird" or Parcell.

Kellogg's Parcell

The Strawberry with a Dimple

LATE PISTILLATE

"Parcell" was named after its originator, Mr. G. A. Parcell of Elmira, New York, who has grown this variety commercially since 1918. The most vigorous and healthiest growing plant that we ever have grown. Fruits very late and is more productive than any other late variety; the berries are large, dark red, extra high quality. Eighteen selected berries filled a quart box. Has produced at the rate of 9,000 quarts per acre.

Try Early Bird and Parcell and See for Yourself

Kellogg's Early Bird and Parcell plants are worth much more than we are asking for them. We want you to try these two heavy fruiting varieties so that you may see for yourself that they are all and more than we claim. For these extra low prices, see column 4, page 26.



Kellogg's ***Big Luscious*** ***Red Raspberries***

THE only thing that is better than a dish of Kellogg's red raspberries and cream is—two dishes, and three would be still better. We never have known these red raspberries to sell for less than thirty cents per quart; never lower and often much higher.

You can buy a few red raspberries at thirty cents or more per quart, or you can grow your own on Kellogg Thorobred Plants as free as the air you breathe.

Kellogg's Cuthbert raspberry plants will cost you only a trifle, yes, less than 10c each; when they come into bearing they should produce about four quarts per plant. That's \$1.20 worth of berries for less than 10c and remember they keep right on fruiting year after year. Whether you are growing berries or eating berries, there is nothing better than **KELLOGG'S CUTHBERT RED RASPBERRIES**



KELLOGG'S
Cuthbert Red
Raspberry Plants
growing in the
nursery all ready to
work for you, dug
fresh from the
field at planting
time, delivered to
you all transportation
charges pre-
paid. Priced on
bottom of page
twenty-six.

Grow Kellogg's Raspberries, Blackberries, and Grapes and Make More Money



This is "Patsy" (Patricia), one of our little "baby grands," offering you a basket of Kellogg grapes. Just help yourself, don't be bashful, there are plenty more on the vines.

Kellogg's Grape and Berry Plants never are stingy, there's plenty for all; Patsy isn't stingy either. If you like red hair, love, and cheerfulness, and delicious fruit, you'll surely like Patsy and Kellogg's grapes and berries.

These big, sturdy, heavy-rooted grape and berry plants are sure to live, grow, and produce—all Thoro-breds, the highest grade that can be grown.

We believe in the best. We are not going to offer Kellogg customers anything we would not buy ourselves and we are not going to ask more than we would be willing to pay.

You can't buy better plants anywhere in America, no matter how much you pay, and you

cannot pay less and get plants that will compare with Kellogg's.

Kellogg's Grape and Berry Plants are grown, packed, delivered, and guaranteed the Kellogg Way. You take no chances and you have no express to pay.

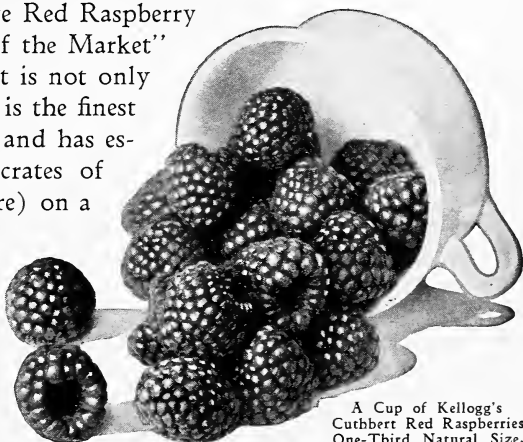
When you buy from Kellogg you get what you pay for—highest grade plants, friendly service, full satisfaction, and a guaranty that protects you absolutely.

Grow Strawberries between the rows of your grapes, blackberries, and raspberries. You can easily grow one row of strawberries between each two rows of these fruits.

CUTHBERT RED RASPBERRIES

Cuthbert is, without a doubt, the best late Red Raspberry grown today. It is often called "Queen of the Market" which name is very appropriate. Cuthbert is not only the heaviest yielding Red Raspberry but it is the finest flavored. It is an exceedingly fine shipper and has established records of over one thousand crates of twenty-four pints each, (\$1,200.00 per acre) on a three-acre plantation. For home use, or market, you will make no mistake in planting Cuthbert Red Raspberries. For prices see bottom of page 26.

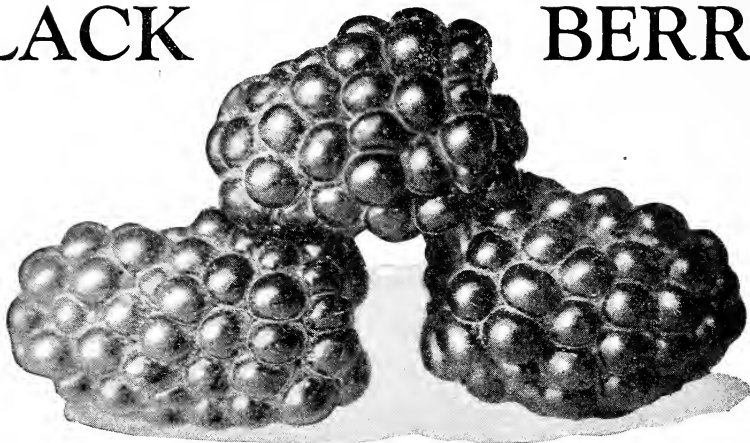
Inspections Show Kellogg's Thoro-bred Cuthbert Raspberry Plants to Be Pure, Good, and Healthy.



A Cup of Kellogg's
Cuthbert Red Raspberries
One-Third Natural Size.

BLACK

BERRIES

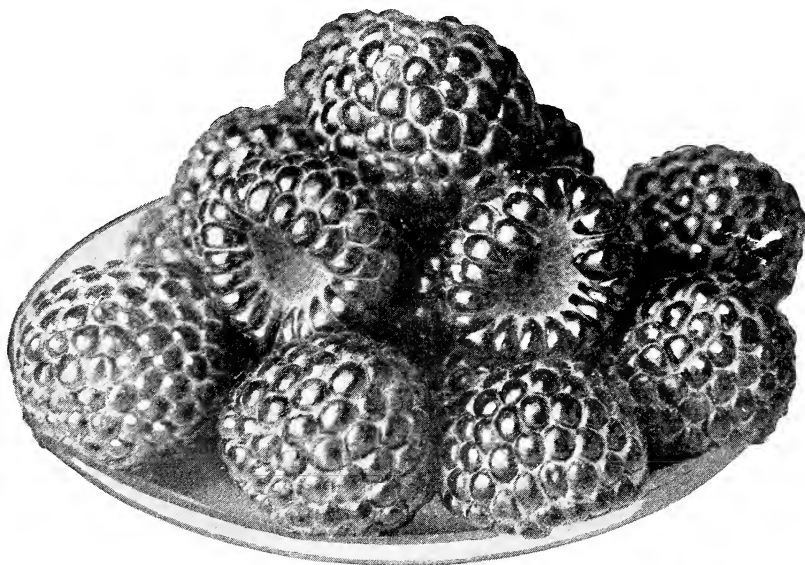


ELDORADO BLACKBERRIES

THERE is one outstanding variety of blackberries and that is Eldorado. The plants are vigorous and hardy and endure the winters of the north without injury. The berries are large, jet-black, and are produced in large clusters. The flavor is sweet, melting, and pleasing, to the taste. They keep several days after picking. They combine all the good qualities found in Blackberries. We are listing only Eldorado because it is the best. For prices see bottom of page 26.

*Kellogg's Eldorado Blackberry Plants are all
Two-Year-Old Choice Select Transplants*

BLACK RASPBERRIES



CUMBERLAND BLACK RASPBERRIES

THERE are many varieties of Black Raspberries, also called Black Caps. Cumberland is the best in its class because it is the heaviest yielding, and the most profitable, and because the plants are exceptionally vigorous and exceedingly productive. The berries are not equalled in size by any other Black Raspberries. The fruit ripens medium early and is very firm. The flavor is unsurpassed.

The demand for Kellogg's Cumberland Plants is so great that we doubt if we will have enough to fill the late orders, so please order your plants as early as possible. For prices see bottom of page 26.



SOME KELLOGG THOROBRED
TWO-YEAR-OLD GRAPES

Our Low Prices Will Save You Money on Kellogg's Thorobred Grape Plants

This picture tells you more about Kellogg's Thorobred grape plants than a thousand words could tell. All two-year, first grade plants; none better and but mighty few as good.

Kellogg's big, sturdy, heavy-rooted plants will produce enough grapes to pay for your plants and your labor before the ordinary small plants come into bearing.

Kellogg's two-year grape plants will save you one year's time, and time is money.

All Two-Year Select, Choice Stock

We grow only the choicest plants of the choicest varieties. Read these descriptions, then order as many as you like with the full understanding that

the plants will reach you in good growing condition, transportation charges prepaid, and guaranteed to please you or your money back.

Niagara:—Leading white grape of large size, delicious flavor, handsome and compact bunches. Ripens with Concord.

Concord:—One of the most popular of all black grapes. A universal favorite.

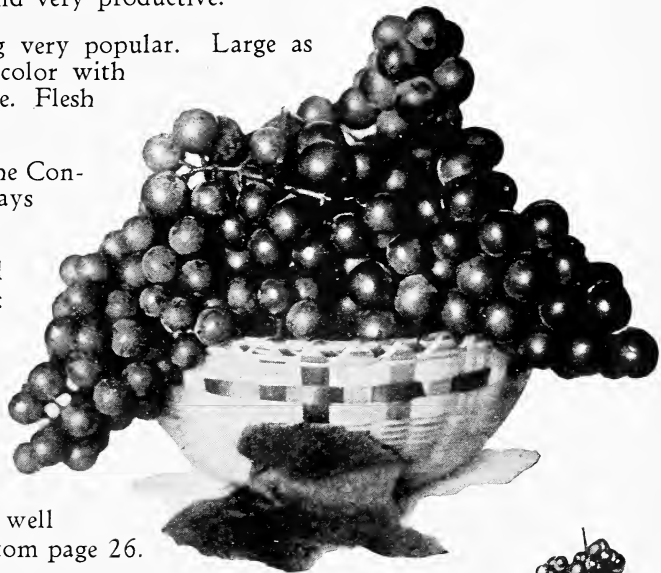
Moore's Early:—Black. Beauty and quality make this a most desirable grape. Hardy and very productive.

Moore's Diamond:—Becoming very popular. Large as Concord. Has a greenish white color with a rich yellow tinge when fully ripe. Flesh tender and juicy.

Worden:—Black. Seedling of the Concord. Berries larger, ripens ten days earlier.

Agawam:—Large, round, dull purple - red, covered with lilac bloom. Bunches are large. Flavor rich, sweet and aromatic. Beautiful appearance.

Catawba:—Late ripening variety. Large bunches of large berries with coppery red color. becoming purplish when well ripened. For prices see bottom page 26.



KELLOGG'S

Choice Asparagus and Rhubarb

Giant Victoria Rhubarb:—Produces large, juicy stalks of excellent quality, considered the very best. Excellent for home use, and the very best for market. Season very early. Splendid for sauce, pies and canning.

How to grow it.—For best results the soil should be as rich as possible. Plant the roots from three to four feet apart each way and deep enough so the crowns will be covered with soil three or four inches. Delivered to you at the following prices:

12 roots, \$1.50; 25 for \$2.50; 100 for \$8.00.

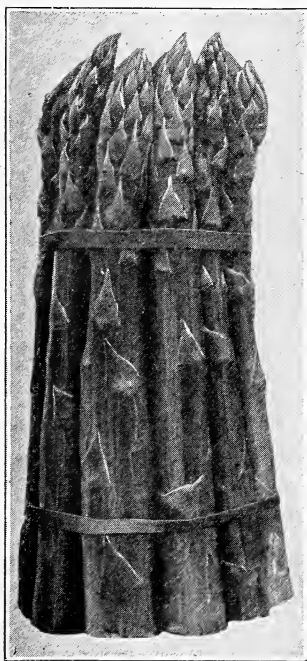
KELLOGG'S ASPARAGUS

Palmetto:—Palmetto has won a high reputation for its hardiness, productiveness, earliness and high quality. A heavy producer of very large, tender, juicy stalks that fairly melt in your mouth. The flavor is excellent; succeeds under varied conditions. Get the pure Kellogg Strain and you will be satisfied with both quantity and quality.

Martha Washington, known as the Giant Rust Proof Asparagus; a rapid grower, heavy producer, uniformly large shoots of superior quality; has become a universal favorite for both home use and market. Absolutely the biggest and best asparagus that grows. A big producer and a big money maker. Get the Kellogg Strain.

NET DELIVERED PRICES OF ASPARAGUS

VARIETY	Number of Plants							
	25	50	75	100	200	300	400	1000
Palmetto, No. 1—one year.....	\$.85	\$1.25	\$1.70	\$2.00	\$3.20	\$4.40	\$5.40	\$12.00
Palmetto, No. 1—two year.....	1.10	1.70	2.20	2.60	4.40	5.90	7.20	16.00
Martha Washington, No. 1—one year	1.00	1.55	2.00	2.50	4.00	5.50	6.70	15.00
Martha Washington, No. 1—two year	1.35	2.05	2.75	3.40	5.35	7.20	8.80	20.00
500 Plants or More, at Thousand Rate.								



PALMETTO

How to Plant and Grow Asparagus

Make deep furrows three and one-half feet apart and set the plants three feet apart in the rows so you can cultivate both ways; spread the roots carefully in the furrows and have the plants deep enough so that when the furrow is filled with soil, the crowns of the plants will be at least six inches beneath the surface.

Stable manure scattered thinly over the rows after planting will give a very strong first year's growth. A dressing of manure each winter will give you larger and more tender stalks. A tablespoonful of nitrate of soda scattered over the hills in the early spring will take the place of manure.

Cultivate and hoe shallow, rake or harrow the entire ground early in the spring before growth starts.

Don't cut any stalks the first year, cut the entire growth late in the fall and allow it to remain over the rows for a winter mulching.



WASHINGTON

Guaranteed

Fruit Trees Ornamental Shrubbery

A NEW ADDITION
TO THE
KELLOGG FAMILY

Now, when you are ordering your Kellogg berry plants you may also order your trees and ornamental shrubbery, strictly Kellogg quality and sold under the Kellogg guaranty. I don't want your money unless you're satisfied, and you will be satisfied with these beautiful trees and ornamentals, I'll guarantee that.

Good things don't come overnight, that's why it has required so many years of preparation to furnish you the kind of trees and ornamentals that we are now prepared to furnish you.

I was in no hurry because my mind was made up never to offer Kellogg customers trees and shrubbery until I was prepared to furnish the kind that would be a living advertisement for my company.

Remember, we furnish only the choicest grade of the choicest varieties, the kind that will bring you back for more. All trees have had two years' growth in the nursery, except peach, and will measure five feet and up, and the shrubbery is the proper size to insure a rapid and beautiful growth.

Here are the varieties and prices, which include packing and free delivery. Order as many as you like—when they arrive, open the package, examine everything from the roots to the very top, and then be your own judge.

APPLES (Two Year)

DELICIOUS—Most popular dessert apple, mid-winter.

BALDWIN—A splendid - keeping, winter variety. December to March.

YELLOW TRANSPARENT—One of the earliest good dessert apples to ripen. Yellowish-white.

GRIMES' GOLDEN—Delicious flavor all its own. Early winter.

JONATHAN—Beautiful, bright red; flesh white, juicy. Excellent flavor. Late fall.

STAYMEN'S WINESAP—Dark red skin, tinged with yellow. Succeeds on poor soil. Always dependable.

WEALTHY—Almost solid red. Juicy, crisp. Fall.

ROME BEAUTY—Yellow, overlaid with red stripes. Excellent quality. Winter.

McINTOSH RED—Spicy, bright red, of highest quality. Late fall.

WINTER BANANA—Lemon - yellow fruit with bright red cheek. Slightly banana flavor. Winter.

WHITNEY CRAB—Large crabapple, green striped with red. Finest crabapple for eating.

SWEET BOUGH—Summer apple, the earliest large sweet apple of real quality.

Apple Tree Prices, All Varieties:—One, \$1; 12 for \$10; 25 for \$19.50, delivered.

PEACHES (One Year)

ELBERTA—Free stone. The leader of all peaches.

BELLE OF GEORGIA—Free stone. The best all around white peach on the market.

PEACHES—Continued

J. H. HALE—Late free stone. One-third larger than Elberta.
MAYFLOWER—One of the earliest peaches to ripen. Color red all over. Fine flavor.
MAMMOTH HEATH CLING—A late variety. Great favorite for canning and preserving. Cling stone.
EARLY CRAWFORD—A wonderful yellow peach for the home orchard.
ROCHESTER—Good size, yellow free stone peach. Ripens in July. Very sweet.
LATE CRAWFORD—Free stone. A splendid late canning variety.

Peach Tree Prices:—1-90c; 12-\$9; 25-\$17.50, delivered.

CHERRIES (Two Year)

MONTMORENCY—Much larger and firmer than Early Richmond. A week or ten days longer to ripen. Best for canning.
EARLY RICHMOND—One of the most popular early sour cherries grown.
BLACK TARTARIAN—Large bright purplish black. Half-tender, rich and juicy. Excellent flavor.
ROYAL ANNE OR NAPOLEON BIGEREAU—Very large, pale yellow. Bright red cheek. Firm, juicy and sweet. Exceedingly productive. Positively the best yellow sweet cherry.
SCHMIDT'S BIGEREAU—Very hardy and productive. Fruit grows in clusters and is of the largest size. Skin deep black; dark flesh, juicy and tender.
WINDSOR—New. Very large, lemon-colored. Remarkably firm, fine quality. Late market variety.
 Cherry Tree Prices:—1-\$1.50; 12-\$15; 25-\$26, delivered.

PEARS (Two Year)

BARTLETT—Summer variety, golden yellow with red cheek when ripe. Exceptionally fine for dessert and canning. Will keep quite late.
KEIFFER—Large, rich, golden yellow. Sometimes tinted red. Fair quality, excellent for canning. Ripens from October to November.
CLAPP'S FAVORITE—Uniform size, lemon-yellow color. Juicy, sweet and rich. Ripens last of August.
SECKEL—Small, rich and russet brown. One of the best and highest flavored of all pears. Very productive and hardy.
 Pear Tree Prices:—1-\$1.50; 12-\$15; 25-\$26, delivered.

PLUMS (Two Year)

GERMAN PRUNE—Purple or blue in color. Juicy and rich. Splendid for dessert, canning, or drying.
ABUNDANCE—Large, beautiful, rich bright cherry color. Flesh light yellow. Tree bears very young and is very hardy.
BURBANK—Heavy annual bearer. Dark purplish-red, running to bright amber with thin, lilac bloom. Bears second year after planting.
WANETA—Combines best points of Japanese and native plums. Averages two inches in diameter. Good red color.
WICKSON—Flesh firm, yellow. Fruit deep red and of very good quality.
SHROPSHIRE DAMSON—One of the finest plums for preserving. Fruit small, oval. Skin purple. Juicy and rather tart.
 Plum Tree Prices:—1-\$1.50; 12-\$15; 25-\$26, delivered.

SHADE TREES

CATALPA BUNGEII—A rapid growing tree with a dense mass of large, heart-shaped green leaves. Excellent for formal effects.
 Four ft. Stems, each \$2.50; 12 for \$25, delivered.
CATALPA SPECIOSA—Very fine and hardy. Adapted for force as well as ornamental planting. Beautiful white flowers in July.
 Five to six ft., each \$1; 12 for \$10, delivered.
SILVER OR SOFT MAPLE—Our most valuable tree for landscaping and street planting.
 Eight to ten ft., each \$2; 12 for \$20, delivered.
NORWAY MAPLE—Without doubt the finest of the hard maples.
 Six to eight ft., each \$3; 12 for \$30, delivered.
AMERICAN ELM—One of the greatest park or shade trees. Very graceful and a universal favorite.
 Each \$3; 12 for \$30, delivered.
SUGAR OR ROCK HARD MAPLE—Foliage turns to brilliant red and yellow shades in autumn.
 Six to eight ft., each \$2.75; 12 for \$27.50, delivered.
LOMBARDY OR ITALIAN POPLAR—
 Each \$1.20; 12 for \$12.

A Booklet of Planting Instructions FREE with Each Order.

HARDY FLOWERING SHRUBS

ALTHEA—Each 75c; 12 for \$7.50.
BECHTEL'S—(Flowering Crab). Each \$1.25; 12 for \$12.50.
BUDLEIA—(Butterfly Bush). Each 50c; 12 for \$5.
DEUTZIA—(Pride of Rochester). Each 60c; 12 for \$6.
GOLDEN BELL—Each 50c; 12 for \$5.
SYRINGEA—(Mock Orange). Each 50c; 12 for \$5.
SNOWBERRY WHITE—Each 50c; 12 for \$5.
SNOWBALL—(Viburnum Opulus). Each \$1; 12 for \$10.
WEIGELIA—Each 75c; 12 for \$7.50.
HONEYSUCKLE TARTARIAN—Each 75c; 12 for \$7.50.

CLIMBING VINES

WISTERIA—Each 50c; 12 for \$5.
CLEMATIS PANICULATA—Each 75c; 12 for \$7.50.
CLEMATIS—(Jackmai). Each 75c; 12 for \$7.50.
DUTCHMAN'S PIPE—Each 50c; 12 for \$5.
AMERICAN IVY OR VIRGINIA CREEPER—Each 40c; 12 for \$4.
HALL'S HONEYSUCKLE—(Japanese). Each 60c; 12 for \$6.

SHRUBS AND HEDGES

CALIFORNIA PRIVET—One of the most popular hedges.
 12" to 18" plants; 25 for \$2.00; 100 for \$7.00, delivered.
 18" to 24" plants; 25 for \$2.50; 100 for \$8.00, delivered.
AMOOR RIVER NORTH PRIVET—Long, oblong glossy green foliage with clusters of white, fragrant flowers. Semi-evergreen.
 12" to 18" plants; 25 for \$3.00; 100 for \$10.00, delivered.
 18" to 24" plants; 25 for \$4.50; 100 for \$16.00, delivered.
JAPANESE BARBERRY THUMBERGII—Requires but little pruning to keep in shape. Leaves light green, towards fall turn to rich brilliant colors. Fruit or berry becomes scarlet. Perfectly hardy.
 Each 30c; 12 for \$3; 25 for \$5.50; 100 for \$20, delivered.
SPIREA VAN HOUTTI OR BRIDAL WREATH—Very popular. One of leading ornamental shrubs. Grandest of all white spirea.
 2 to 3 ft., each 60c; 12 for \$6.00, delivered.
 3 to 4 ft., each 75c; 12 for \$7.50, delivered.
SPIREA ANTHONY WATERER—Rose dwarf, brightest of all spirea. Bright crimson. Each 75c; 12-\$7.50.
HYDRANGEA PANICULATA GRANDIFLORA—Considered the most popular summer flowering shrub.
 Each 75c; 12 for \$7.50, delivered.

ROSES

HYBRID TEAS

LADY HILLINGDON—Of good quality and size. Elegant buds which open into handsome flowers of clear apricot yellow.
KILLARNEY BRILLIANT—Sparkling cerise-pink, shading is lighter at the base of petal. A wonderful improvement over Killarney.
GRUSS AN TEPLITZ—Rich, scarlet, shading to velvety crimson.
KAISERIN AUGUSTA VICTORIA—Soft, pearly white tinted lemon in center. Very fragrant.
MRS. AARON WARD—Very attractive either in bud or full bloom. Of distinct Indian yellow, shading lighter towards the edges. Under certain weather conditions will sometimes come a yellow tinted white.
LOS ANGELES—Strong grower. The rosy, fragrant rose of flaming pink shading to gold at base of petals.

HARDY HYBRID PERPETUALS

AMERICAN BEAUTY—Deep pink to soft carmine.
FRAU KARL DRUSCHKI—Fine snow-white, vigorous grower and very hardy.
PAUL NEYRON—Deep rose. Largest of all roses. Good foliage.
GENERAL JACQUEMINOT—Brilliant scarlet crimson. Superb flower.
 Rose Bush Prices:—Each \$1; 12 for \$10, delivered.

CLIMBING RAMBLERS

CRIMSON RAMBLER—Very popular. Brilliant velvet crimson flowers in great profusion.
PAUL'S SCARLET CLIMBER—Vivid scarlet, shaded with bright crimson.
DOROTHY PERKINS—Soft, light pink flowers. Blooms profusely in large clusters.
EXCELSA—Intense crimson with lighter edges. Fine foliage.
CLIMBING AMERICAN BEAUTY—Pleasing rose pink, of splendid form and substance.
 Rambler Prices:—Each 75c; 12 for \$7.50, delivered.

Make More Money

Grow Strawberries The

"KELLOGG WAY"



IN GROWING berries the KELLOGG WAY your success depends more upon the kind of plants you set than it does upon the ground you set them in, because it is the plants that produce the berries.

Poorly bred, weakened plants cannot produce a big crop of berries any more than a poorly bred, weakened horse can win a race.

Growing berries the KELLOGG WAY is so simple and easy that it does not require very much "know how," but there is a right way and a wrong way, and here's the right way.

Use the very best and most fruitful 100% true-to-name plants you can get, set them in well prepared soil, give them good care, and you have the secret of big crops of big berries.

THE "KELLOGG WAY"—CULTURAL METHODS

Soils Any soil that will produce vegetables or common farm crops will produce strawberries, but old timothy sod should be avoided on account of white grubs.

Soil Preparation Plow or spade the soil to a depth of 8 to 10 inches. Thoroughly pulverize the soil to the full depth of the plowing or spading and press firmly with roller. It is not good practice to set plants in soil that is full of clods.

Fertilizers Either cattle, horse, sheep or hog manure is good. If possible this should be applied before plowing or spading and it should be thoroughly worked into the soil before planting, or this fertilizer may be scattered thinly between the rows after plants are set. Pulverized sheep manure makes excellent fertilizer. Use at the rate of half-ton per acre. This material may also be used as a top dressing after plants are set.

Commercial Fertilizers Well-rotted stable manure or pulverized sheep manure are the best. If these cannot be obtained, blood and bone tankage applied at the rate of 400 to 500 pounds per acre will give splendid results, or apply 250 pounds acid phosphate per acre.

Time to Set In all northern states April and May are the best months in which to set plants. In southern states plants may be set as early as February and March.

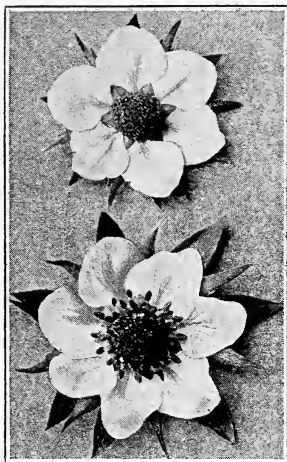
How to Set Plants Make an opening in the soil with a dibble or spade. Place the roots of the plants straight down into the opening with roots spread fan-shaped and press the soil firmly against the roots. Have the crown or body of the plant even with the top surface of the soil.

Pruning Every Kellogg Thorobred Plant is root pruned all ready for setting; no further pruning is necessary.

Heeling in Plants Should it be necessary to hold the plants several days before setting make a V-shaped furrow, open the bunch and spread the plants thinly in the furrow, roots downward, with crowns level with the surface of the ground and press the soil firmly against the roots. Water the plants often until ready for setting. Plants may be kept several weeks in trenches of this kind.

Planting Systems You will find the hill or narrow row system the most profitable. For the hill system rows may be made 24 to 30 inches apart and plants set from 12 inches to 15 inches apart in the rows. All runners should be removed. The hill system does not mean to hill or ridge the ground, but it does mean to grow just one plant in a place. 14,000 plants are required to set one acre when plants are set 30 x 15 inches. For the narrow row system, rows should be three and one-half feet apart and plants set about two feet apart in the rows. Each plant should be allowed to make enough runner plants to fill a row about one foot in width. All surplus runners, after row is so formed, should be cut or pulled off. This system requires approximately 6,000 plants per acre.

Mating Strawberry varieties are divided into sexes, both male and female. In the description of each variety listed in this book we explain how to mate each pistillate or female in order to get the best results, and our method for doing this is very simple. In large fields there should be at least one row of bi-sexual or male varieties to every three or four rows of pistillate or female varieties.



Sex in strawberry plants graphically presented. Above; pistillate blossom. Below; blossom of a bi-sexual plant.

CULTURAL METHODS—Continued

Cultivation The cultivation should begin soon after plants are set. Cultivate shallow—only two or three inches deep. During dry spells frequent cultivation retains the moisture and keeps the plants growing vigorously. It also aids in bringing plant food into available form for the plants.

Filling in Vacancies If, for any reason, an occasional plant should fail to grow, vacant places may be filled in with runner plants formed by plants setting next to the vacancies.

Removing Blossoms Soon after your plants are set the blossoms will begin opening. These should be removed by cutting or pinching off the fruit stalks. This will strengthen the plants and make them more fruitful when the proper fruiting time comes.

Insects and Fungi When you set Kellogg Thorobred Plants you are setting plants which are 100% pure and healthy. They are thoroughly sprayed in our propagating fields and are sent to you absolutely free from all insects and fungi.

Mulching During the early winter in cold climates it will pay you to cover your plants with straw, marsh hay, shredded fodder or coarse stable manure to protect the plants against alternate freezing and thawing during the winter, and to keep the berries clean when they are ripening. It also retains moisture and keeps down the weeds which aids the plants in fruiting more heavily. In the spring remove the mulching which lies on top of the plants, placing it in the spaces between the rows.

Picking If possible always pick berries when the vines and berries are dry, especially if they are to be shipped a long distance. The berries should be removed from the vines by pinching the stem between the thumb nail and finger, leaving about one-half inch of the stem attached to the berry. This adds to the appearance as well as to the keeping qualities.

Marketing It is no problem to sell strawberries if you have Kellogg quality. The automobile brings the buyer right to your field, or you can sell through your local grocers. There are several plans for selling, and this is generally worked out by the individual grower. He can select the method that is best adapted to his particular locality.

Preparing for Second Crop After your plants have fruited the first season the foliage can be mowed off and the rows narrowed down with either breaking plow, spade or hoe, and the plants allowed to produce another crop.

The Everbearers These varieties are exceedingly productive and their fruiting season covers a long period. On this account

the ground should be highly fertilized either with stable manure, pulverized sheep manure or blood and bone tankage. The everbearing plants you set this coming spring should have their blossoms removed at intervals of every two weeks until about July 1st. The plants from then on may be allowed to fruit to full capacity. The berries generally begin ripening in August and as the season advances the berries increase in number and size.

Crop Rotation After strawberry plants have fruited two years it is best to plow or spade the plants under and grow some other crop. The new bed should be set in ground which has not grown strawberries for at least one year. Strawberries will follow most any farm or garden crop.

Growers using Kellogg Thorobreds have no regrets like Mont F. Highley of Oklahoma who wrote us as follows: "Having paid dearly for my experience by losing two years' work with cheap, unfruitful plants, I am now advising my friends to buy Kellogg Thorobreds and save themselves the disappointment I experienced with cheap plants. I have learned through my own profitable experience that Kellogg Thorobreds are cheapest in the long run."

HOW TO GROW RASPBERRIES AND BLACKBERRIES

Make a deep and rather wide furrow. Spread the roots and press the soil firmly around the roots. Place the plants deep enough so that when the furrow is filled with soil the roots will all be covered. Be careful not to break any new sprouts.

After the new growth starts, cut off the old stalk. This adds vigor to the plants.

When the new canes of Cumberland Raspberries are about two feet high, pinch out the top bud as this promotes lateral limbs which give more fruiting wood increasing the crop. Red raspberries and blackberries should not be tipped, but the following spring while the plants are dormant prune back one-third of the previous year's growth.

Make the rows five or six feet apart and set the plants five or six feet apart in the rows and keep them in hills. Cultivate and hoe shallow.

When the plants are through fruiting, cut out all the old fruiting canes and burn them. This gives the new growth a better chance to produce a large crop of choice berries the following year.

Grape Culture

Grapes are set in the same manner as raspberries, only the plants should be farther apart, about eight feet each way. After setting, cut the top back to two buds. The first year pinch out all sucker growth which appears at leaf base. This gives you a single vine which should be tied up to a stake.



You First! Me Next

Yes, you come first and if there is anything left, I'll take the leavin's. When you eat at my table your plate will be filled first and I will fill it with Mrs. Beatty's best, "full" satisfaction guaranteed. Company knows when they are welcome, just the same as a customer knows when he gets what he pays for.

Whether you visit us or trade with us, I will treat you in a way that will bring you back for more helpings. It's this continual coming back for more that has made the Kellogg business the largest berry plant business in the world.

Folks are folks, not fools. The man who tries to fool folks is the biggest fool of all. We can't make money by disappointing folks who put their faith in us; the more we give for a dollar, the more dollars we get. It's mighty good business to give a full dollar's worth for a dollar.

When you are satisfied with Kellogg Plants and Trees and Kellogg Service, I'll be satisfied. If for any reason you are not satisfied, it will cost you only a little ink and a postage stamp to tell me about it, and it won't cost us as much to make you satisfied as it would to leave you dissatisfied.

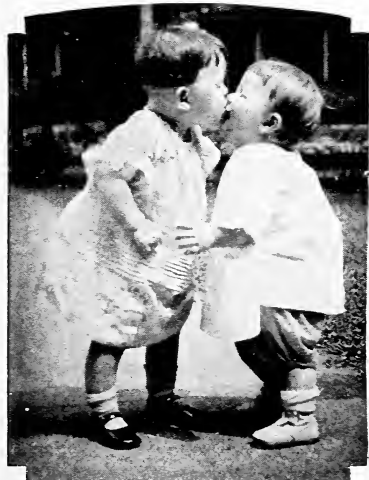
I am not worried about your finding fault with the Kellogg Plants and Service because our complaints are mighty few and far between. We don't

receive enough complaints in a year to wad a shotgun, but should you have a kick big enough to bust a shotgun, send it in and let 'er bust.

When I originated the Kellogg slogan "Every Kellogg Customer a Satisfied Customer," I didn't put any *ifs* in it and there aren't any *ifs* in it now, and they 'aint' goin' to be any *ifs* in it as long as I am "IT" in this company.

Just like playing checkers:—You are first, it's your move. If you need your money more than you need nursery stock, you keep your money and I'll keep the stock, but if you want nursery stock more than your money, I'll take the money and give you the stock.

If this game appeals to you as it does to me, go ahead and make your move and then I'll move. You take the Kellogg plants and trees and make more money and I'll take your money and grow more stock. No chance for argument in this game, we both win. I am now signing off at the RMK station at Three Rivers, Michigan. Good-night and good luck.
F. E. BEATTY.



Satisfaction -and all that goes with it

The name "Kellogg" on berry plants, trees, vines, roots, and shrubbery is your assurance of complete satisfaction and all that goes with it. We prepay all transportation and guarantee safe delivery. The name "Kellogg" means a friendly service that will help you grow bigger crops and make more money.

Kellogg's guaranty insures you your full money's worth, square deal, healthy, true-to-name nursery stock, full count, safe delivery, prepaid transportation, complete satisfaction, and the full assurance that we will correct any Kellogg mistake to the full amount of your purchase at our expense.

1927

KELLOGG'S NET PRICES

1927

Kellogg Plants are delivered to you without any additional cost.

We prepay all parcel post and express charges.

When you buy Kellogg Thorobred Plants *you take absolutely no risk*; you get exactly what you pay for; you get your full money's worth. The plants are dug fresh from the field, they are cleaned and pruned, already for setting, packed so they will reach you in good growing condition. Guaranteed to be pure, healthy, and true to name—or *your money back*.

Prices apply separately to each variety in the columns in which they are given—not to a combination of varieties. For example, 200 plants of Kellogg's Premier (in column 3) will cost you \$2.70, but 100 Premier and 100 Magic Gem will cost you \$3.40—\$1.70 for the Premier and \$1.70 for the Magic Gem, etc.

COLUMN 1 Standard Varieties	COLUMN 2 Standard Varieties	COLUMN 3 Standard Varieties	COLUMN 4 Standard Varieties	COLUMN 5 Everbearers
Senator Dunlap (B) Warfield (P)	Aroma (B) Haverland (P) Gibson (B) Dr. Burrill (B) Glen Mary (B) Wm. Belt (B)	K. Premier (B) Magic Gem (B) K. Prize (P) K. Big Late (P) K. Delicious (B) K. Marvel (B)	Sionilli (B) Early Bird (B) Parcell (P) Cooper (B)	Progressive (B) Superb (B) Champion (B)
25 plants -- \$.40	25 plants -- \$.50	25 plants -- \$.70	25 plants -- \$.85	25 plants -- \$1.40
50 " -- .65	50 " -- .75	50 " -- 1.05	50 " -- 1.25	50 " -- 2.10
75 " -- .85	75 " -- 1.00	75 " -- 1.40	75 " -- 1.70	75 " -- 2.80
100 " -- 1.00	100 " -- 1.20	100 " -- 1.70	100 " -- 2.05	100 " -- 3.40
125 " -- 1.15	125 " -- 1.35	125 " -- 1.95	125 " -- 2.35	125 " -- 3.90
150 " -- 1.30	150 " -- 1.55	150 " -- 2.20	150 " -- 2.65	150 " -- 4.40
175 " -- 1.45	175 " -- 1.70	175 " -- 2.45	175 " -- 2.95	175 " -- 4.90
200 " -- 1.60	200 " -- 1.90	200 " -- 2.70	200 " -- 3.25	200 " -- 5.40
225 " -- 1.75	225 " -- 2.05	225 " -- 2.95	225 " -- 3.55	225 " -- 5.90
250 " -- 1.90	250 " -- 2.25	250 " -- 3.20	250 " -- 3.85	250 " -- 6.40
275 " -- 2.05	275 " -- 2.40	275 " -- 3.45	275 " -- 4.15	275 " -- 6.90
300 " -- 2.20	300 " -- 2.60	300 " -- 3.70	300 " -- 4.45	300 " -- 7.40
325 " -- 2.35	325 " -- 2.75	325 " -- 3.90	325 " -- 4.70	325 " -- 7.80
350 " -- 2.45	350 " -- 2.85	350 " -- 4.10	350 " -- 4.90	350 " -- 8.20
375 " -- 2.60	375 " -- 3.00	375 " -- 4.30	375 " -- 5.15	375 " -- 8.60
400 " -- 2.70	400 " -- 3.15	400 " -- 4.50	400 " -- 5.40	400 " -- 9.00
425 " -- 2.80	425 " -- 3.25	425 " -- 4.65	425 " -- 5.60	425 " -- 9.30
450 " -- 2.85	450 " -- 3.35	450 " -- 4.75	450 " -- 5.70	450 " -- 9.50
475 " -- 2.95	475 " -- 3.45	475 " -- 4.90	475 " -- 5.90	475 " -- 9.80
500 " -- 3.00	500 " -- 3.50	500 " -- 5.00	500 " -- 6.00	500 " -- 10.00
1000 " -- 6.00	1000 " -- 7.00	1000 " -- 10.00	1000 " -- 12.00	1000 " -- 20.00
1500 " -- 8.88	1500 " -- 10.35	1500 " -- 14.82	More than 500 at 1000 rate.	
2000 " -- 11.70	2000 " -- 13.60	2000 " -- 19.50		
2500 " -- 14.42	2500 " -- 16.75	2500 " -- 24.06	With the exception of Kellogg's Beauty all strawberry plants are tied in bunches of 25 plants each and we don't break bunches. Please order in multiples of 25.	
3000 " -- 17.10	3000 " -- 19.80	3000 " -- 28.50		
3500 " -- 19.67	3500 " -- 22.82	3500 " -- 32.81		
4000 " -- 22.20	4000 " -- 25.80	4000 " -- 37.00		
4500 " -- 24.61	4500 " -- 28.66	4500 " -- 41.06		
5000 " -- 27.00	5000 " -- 31.50	5000 " -- 45.00		
More than 5000 plants at rate of \$5.40 per thousand.	More than 5000 plants at rate of \$6.30 per thousand.	More than 5000 plants at rate of \$9.00 per thousand.		

TWO-YEAR-OLD GRAPES

Concord	Niagara Moore's Early Worden Moore's Diamond Agawam Catawba
1 plant -- \$.38	1 plant -- \$.45
6 plants -- 1.70	6 plants -- 2.40
12 " -- 2.50	12 " -- 3.45
25 " -- 3.75	25 " -- 5.70
50 " -- 6.75	50 " -- 10.05
75 " -- 9.60	75 " -- 14.40
100 " -- 12.50	100 " -- 18.75
1000 " -- 96.00	1000 " -- 145.00

RASPBERRIES AND BLACKBERRIES

	12	25	50	75	100	1000
Cuthbert Red Raspberry	1.10	1.75	2.45	3.10	3.75	28.50
Cumberland Black Raspberry	1.10	1.75	2.45	3.10	3.75	35.00
Eldorado Blackberry	1.65	2.40	3.45	4.25	5.25	48.00

REMEMBER: that we pay the parcel post or express charges on your plants. No matter where you live, you will have nothing more to pay when the plants are received. This will mean quite a saving to you. *The first cost of Kellogg Plants is the last cost.*

THE ABOVE PRICES ARE GUARANTEED ONLY UNTIL JULY 1, 1927.

Our No. _____

DO NOT WRITE IN THIS SPACE

IF MORE SPACE IS NEEDED CONTINUE LIST ON ANY BLANK PIECE OF PAPER

Join Kellogg's Profit Club



Talk about big profits, when you read the letters below you will want to grow berries the Kellogg way. When you learn about the big cash prizes these growers have won in addition to their profit you will want to join Kellogg's Profit Club.

I can tell you right now that berries will make you more money than anything else you can grow. You can't beat the berry business for big profits.

Kellogg customers everywhere are making money in the berry business. There aren't enough berries to supply the demand, this scarcity makes high prices, and it is the high prices that make you the big profit.

Whether you are a member of Class A, B, C, or D, should you produce more berries than any other member in your class, you will receive a cash prize amounting to twice as much as you paid for the plants. Two dollars for one in addition to all of your profit.

Read these letters, then join this Profit Club. Make an "X" on membership blank indicating your type of soil so we can select the best varieties for you.

Akron, Ohio, R. 8, July 22, 1926.

We picked and sold 3,510 quarts of choice strawberries from the 2,000 Kellogg plants we bought from you in 1925. This is at the rate of 14,040 quarts per acre. My quarter acre made me \$555.23.

A. McClintock.

Mr. McClintock was the prize winner in class "C" and received our cash prize of \$34.00 in addition to his big profit.

621 So. State St., Clark's Summit, Pa., Aug., 1926.

The enclosed statement is the exact amount of berries picked from my one-half acre of 4,000 plants which I bought from you in 1925 when I joined Kellogg's Profit Club, grade "B." My yield was 4,615 quarts, which is more than one quart per plant. Total cash received, \$1,044.75.

W. D. Oakley.

Mr. Oakley won the cash prize in class "B" and we mailed him our check September 30th for \$68.00, which is twice the amount he paid for the plants.

Waba, Ont., Can., Sept. 1, 1926.

The Gibson and Marvel plants you selected for me when I became a member of Kellogg's Profit Club produced a wonderful crop; every berry grew to maturity. I harvested 7,890 quarts. Andrew M. Stewart.

These plants cost Mr. Stewart \$94.00 including duty. He won a cash prize of \$188.00, \$2.00 for \$1.00 in addition to his big profit.

MEMBERSHIP BLANK

Please enroll me as a member of Kellogg's Profit Club in the class that I have marked with an X below. I enclose remittance of \$_____herewith.

(Name) _____

I am indicating the kind of soil I have below. Please use this information in selecting my plants.

TYPE OF SOIL

- | | |
|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> Sandy Soil | <input type="checkbox"/> Clay Soil |
| <input type="checkbox"/> Sandy Loam | <input type="checkbox"/> Black Soil |

SOIL EXPOSURE

- | | |
|---|---|
| <input type="checkbox"/> Level | <input type="checkbox"/> Rolling |
| <input type="checkbox"/> Northern Slope | <input type="checkbox"/> Southern Slope |
| <input type="checkbox"/> Eastern Slope | <input type="checkbox"/> Western Slope |

(Rural Route or Street and Number) _____

(City) _____

(State) _____

STRAWBERRY CLUB

- | | | |
|-----------------------------------|----------------------|---------------|
| <input type="checkbox"/> Class A. | 1 acre, 8,000 Plants | _____ \$54.00 |
| <input type="checkbox"/> Class B. | ½ acre, 4,000 plants | _____ \$30.00 |
| <input type="checkbox"/> Class C. | ¼ acre, 2,000 plants | _____ \$16.00 |
| <input type="checkbox"/> Class D. | ⅛ acre, 1,000 plants | _____ \$ 8.00 |

DELIVERED TO YOU ALL TRANSPORTATION CHARGES PREPAID

KELLOGG'S PRIZE

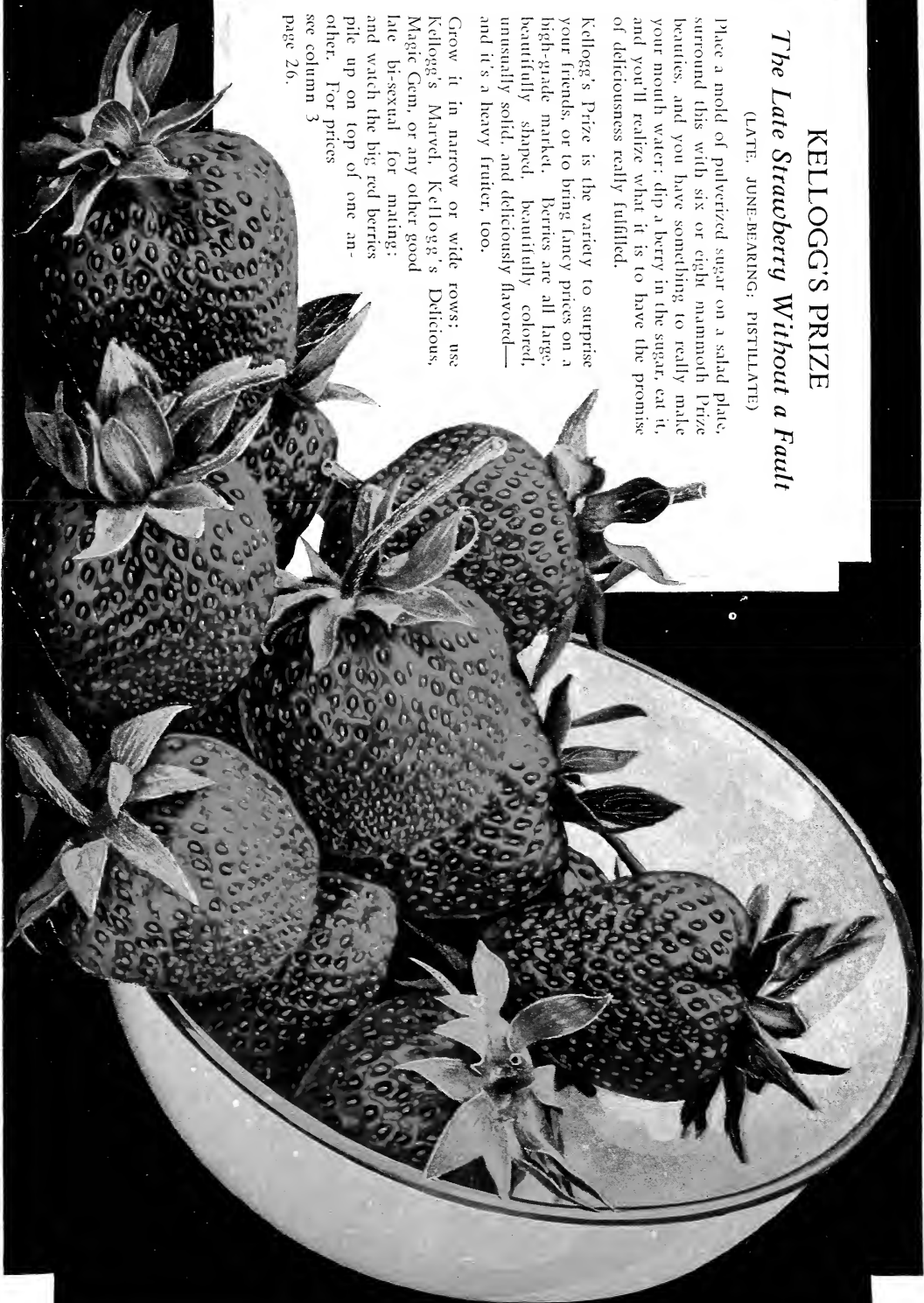
The Late Strawberry Without a Fault

(LATE, JUNE-BEARING; PISTILLATE)

Place a mold of pulverized sugar on a salad plate, surround this with six or eight mammoth Prize beauties, and you have something to really make your mouth water; dip a berry in the sugar, eat it, and you'll realize what it is to have the promise of deliciousness really fulfilled.

Kellogg's Prize is the variety to surprise your friends, or to bring fancy prices on a high-grade market. Berries are all large, beautifully shaped, beautifully colored, unusually solid, and deliciously flavored—and it's a heavy fruiter, too.

Grow it in narrow or wide rows; use Kellogg's Marvel, Kellogg's Delicious, Magic Gem, or any other good late bi-sexual for mating; and watch the big red berries pile up on top of one another. For prices see column 3 page 26.



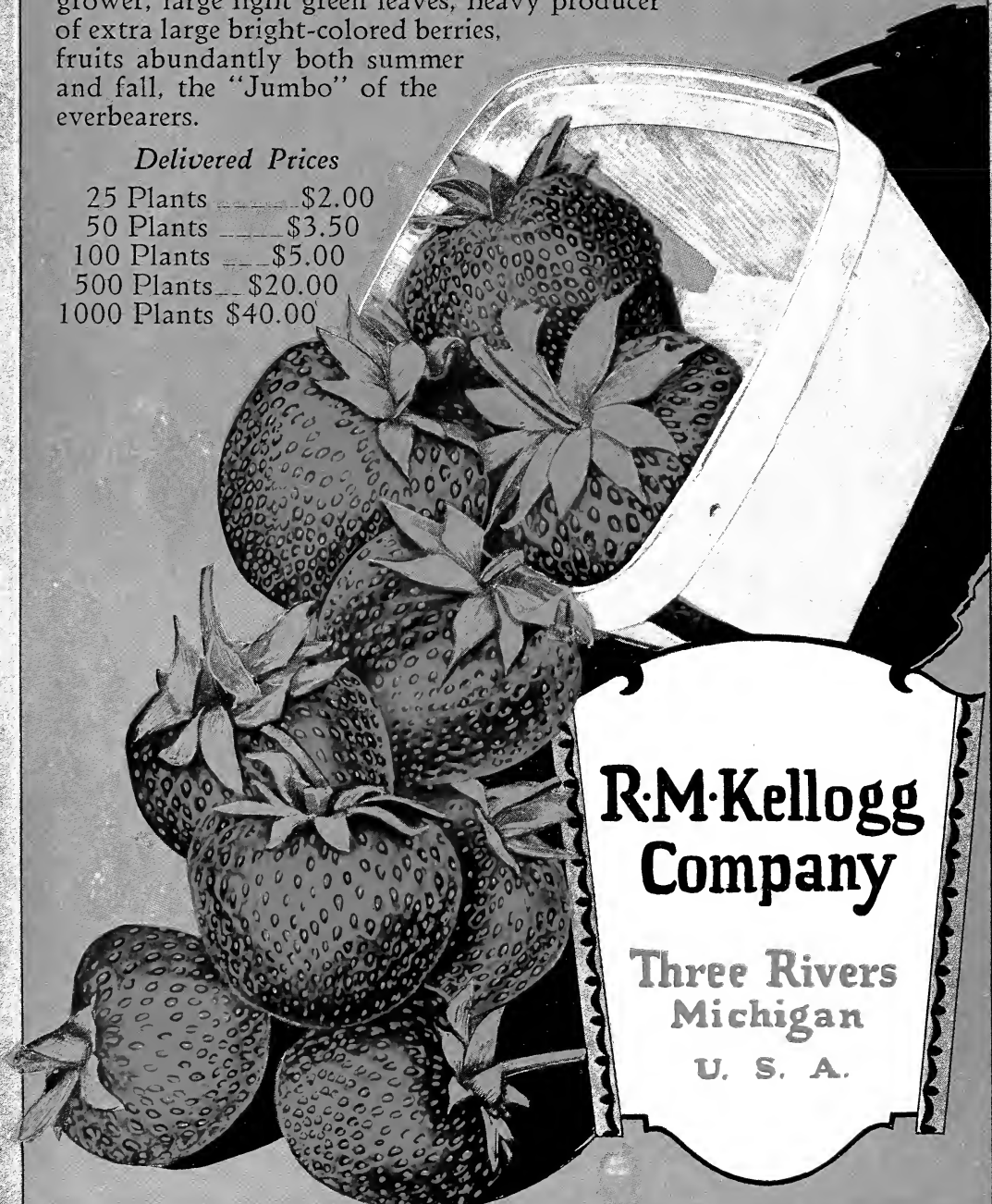
Kellogg's MASTODON

"The Jumbo of them All"

A most splendid everbearer, strong, vigorous grower, large light green leaves, heavy producer of extra large bright-colored berries, fruits abundantly both summer and fall, the "Jumbo" of the everbearers.

Delivered Prices

25 Plants	-----	\$2.00
50 Plants	-----	\$3.50
100 Plants	-----	\$5.00
500 Plants	-----	\$20.00
1000 Plants	-----	\$40.00



**R.M.Kellogg
Company**

**Three Rivers
Michigan
U. S. A.**